



Public Kick-off Meeting

December 13, 2012

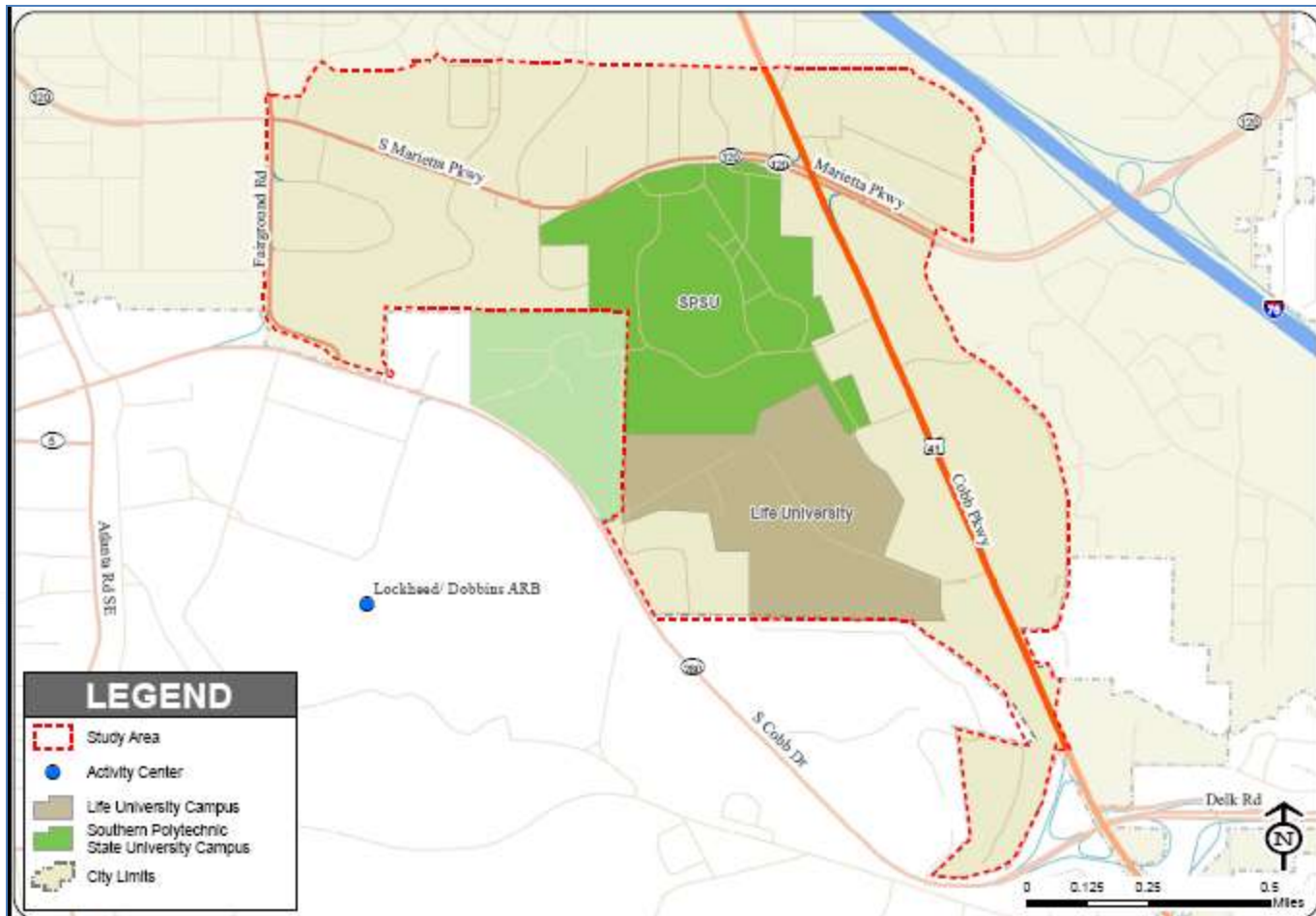


Presentation Topics

- Study Overview & Goals
- Presentation of Preliminary Findings
- Strengths, Weaknesses, Opportunities & Threats (SWOT) Discussion
- How you can stay involved in the project



Study Area



Study area includes 862 acres or 1.35 square miles

Livable Centers Initiative Goals

- Live-Work-Play Communities
- Better Use of Existing Infrastructure
- Pedestrian and Transit Oriented Design
- Multi-modal Transportation
- Lifelong Communities
- Green Community Concepts

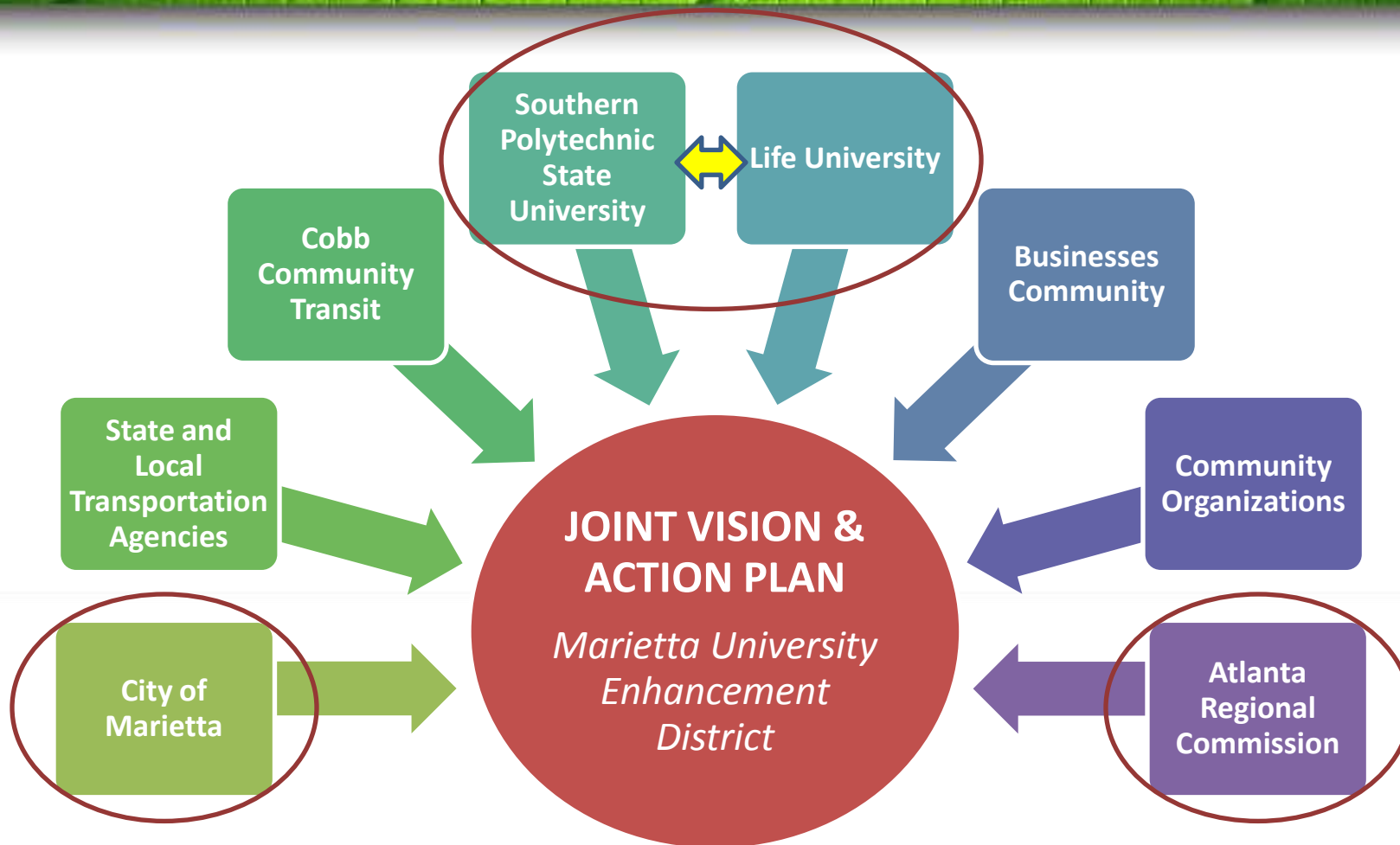


MU2 LCI Goals – What is Unique?

- Commercial redevelopment strategies
- Job creation
- Development of college oriented activity centers
- Coordination with multiple levels of transit
- Housing options for students and workers
- Coordination with ongoing economic development efforts – the GreenTech Corridor



Core Stakeholder Team: Partnerships for Success



Who's Here Today?

What is Your Role?

- Share your experiences.
 - Tell us what's good and could be improved.
 - Envision what you'd like the area to become.
 - Continue to participate and encourage others to participate.
-
- This is a community-based plan that should reflect your aspirations for the area's future.
 - **We will help make sure it is practical and implementable!**



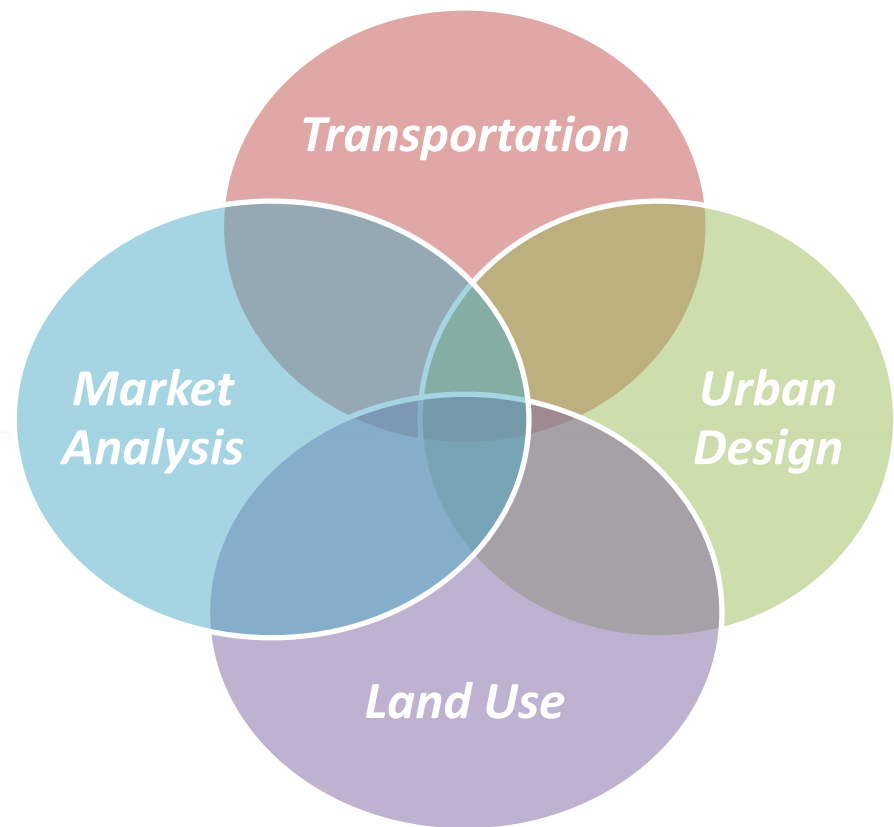
BASELINE ASSESSMENT

Land Use, Transportation, Urban Design, Market

Baseline Assessment Goals

Objective: Inventory existing conditions, future plans, and community aspirations for the study area as a starting point from which to plan for the future.

4 overlapping disciplines



Planning for the Area to Date



SPSU Master Plan



Life University
Master Plan



Marietta
Comprehensive
Plan

Character areas



Cobb Parkway



- ◆ Identified by Core Stakeholder Team as primary focus for redevelopment
- ◆ Older commercial areas present opportunities for reinvestment
- ◆ Can serve as new gateways to SPSU and Life University
- ◆ US 41 is heavily traveled (27,000 AADT)
- ◆ Long range plans for transit and widening of the parkway
- ◆ Generic design character, could be almost anywhere



Southern Polytechnic State University



- ◆ Student housing is limited
- ◆ Does not have shuttle service
- ◆ Currently making improvement to entrance on S. Marietta Parkway
- ◆ Master Plan shows expansion to Cobb Parkway
- ◆ No direct connectivity to Life University
- ◆ Institutional campus character
- ◆ No uniformed architectural style



- ◆ Hidden from view from Cobb Parkway
- ◆ Bisected by Rottenwood Creek
- ◆ Shuttle service on campus
- ◆ Wooded natural park like campus character
- ◆ No uniform architectural style
- ◆ Limited student housing like SPSU

South Marietta Center



- ◆ Contains most of the area's housing
- ◆ May older homes in transition to commercial uses
- ◆ South Marietta Parkway has the area's highest average daily traffic; +/-28,000 daily trips
- ◆ Pedestrian improvements are needed at crossings

Fairground Street



- ◆ Gateway to Downtown
- ◆ Primarily office and aging commercial
- ◆ Recent streetscape improvements
- ◆ Overlay zoning district allows mixed-use development



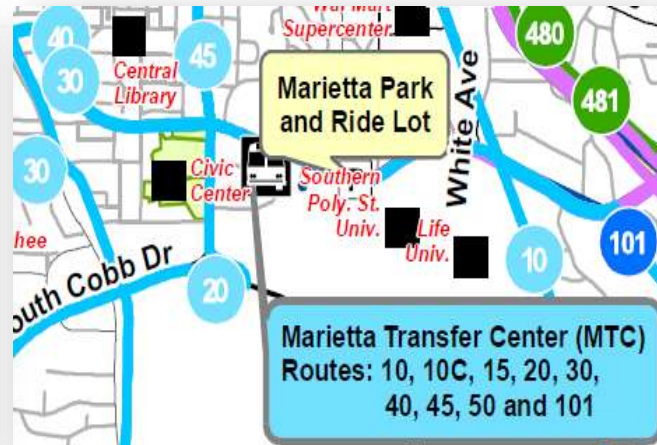
Rottenwood Creek



- ◆ Links four city parks, the ball fields, & university recreation areas
- ◆ Includes CCT station
- ◆ Trail system planned along the creek
 - Could tie to multi-use trail system around Cumberland Mall
 - Could provide multimodal transportation options

Transit Overview

- ♦ Transit accessibility provides regional opportunities
- ♦ Area is served by several CCT routes
 - Only Route 10 serves the core of the study area
- ♦ Life University Shuttles
- ♦ Future plans for Bus Rapid Transit on US 41, with a station in the study area



Ingredients of Success

- Fun Living Environment - Shopping, Food, & Entertainment
- Gateways
- Places to Gather
- Convenient Connections to Campus

What would be the greatest influence on your spending more time in the study area? Core Stakeholder Team answered:

- ◆ Commercial destinations (59%)
- ◆ More community/public gathering spaces (26%)
- ◆ Additional housing options (7%)



Design Overview

Great College Towns



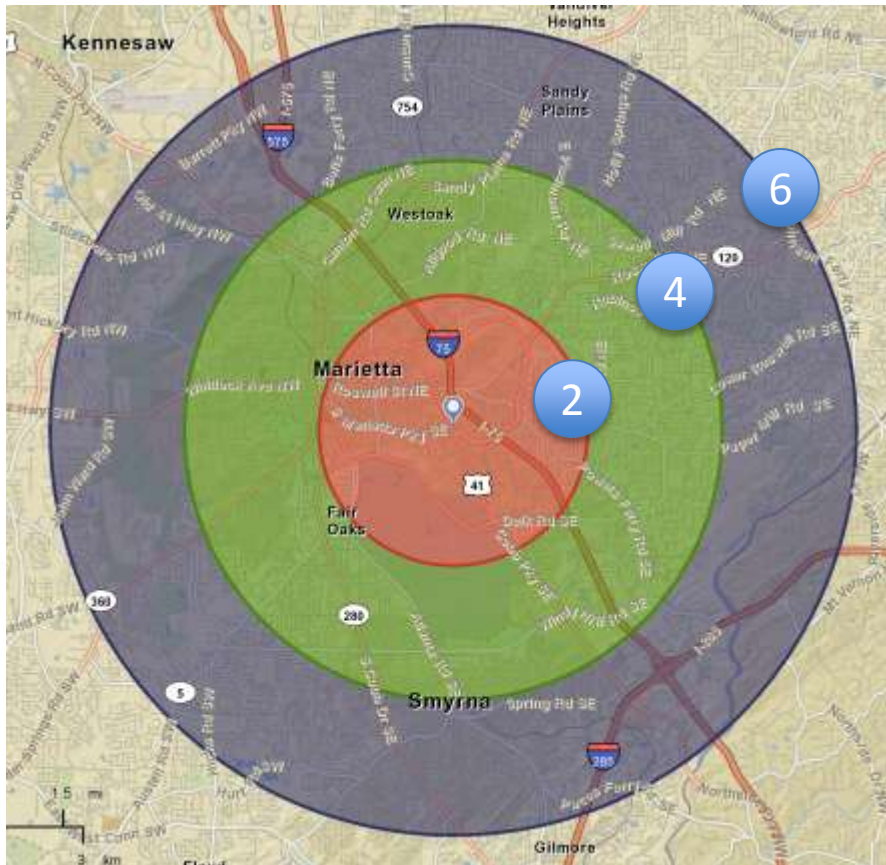


MARKET ANALYSIS

Current Conditions and Demand Projections

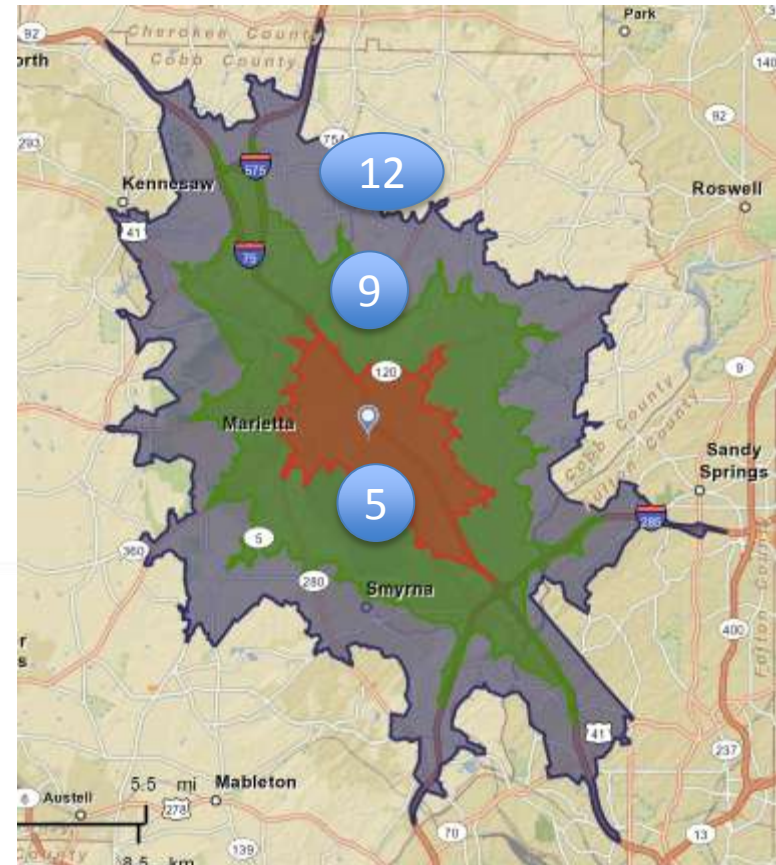
Potential Markets

Distance



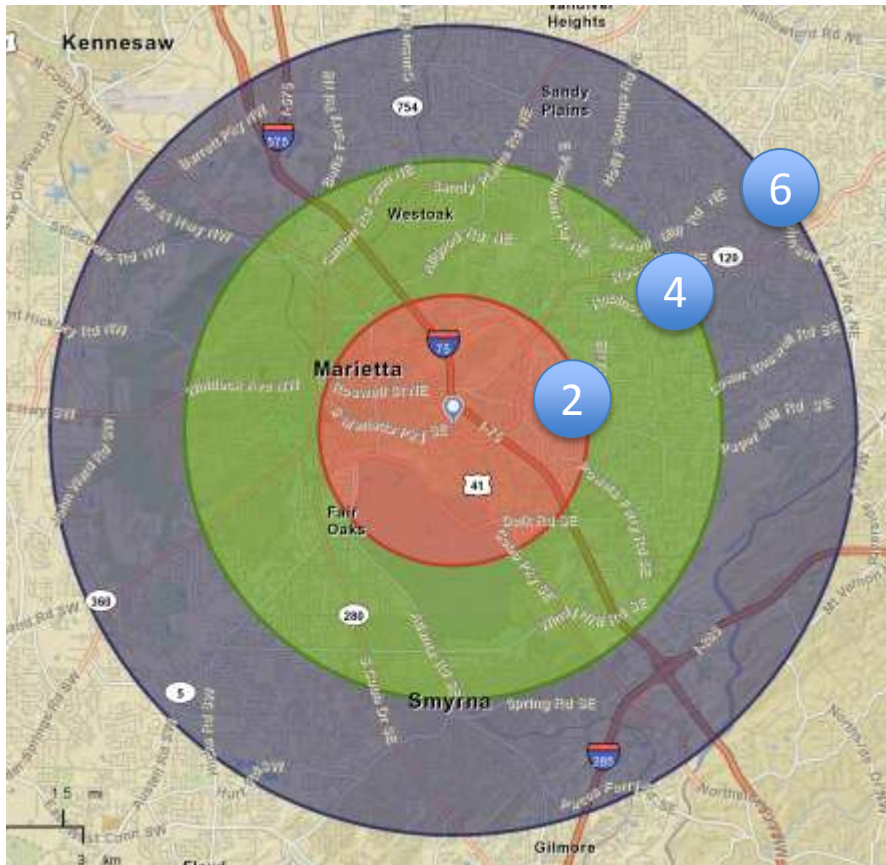
Miles: 0-2 / 2-4 / 4-6

Drive Time



Minutes: 5 / 9 / 12

Potential Markets



Retail, Housing & Office

Local Residential Base: People

Study Area	2,433
Primary Market	27,896
Secondary Market	105,604
Tertiary Market	<u>139,577</u>
	275,510

Daytime Workers

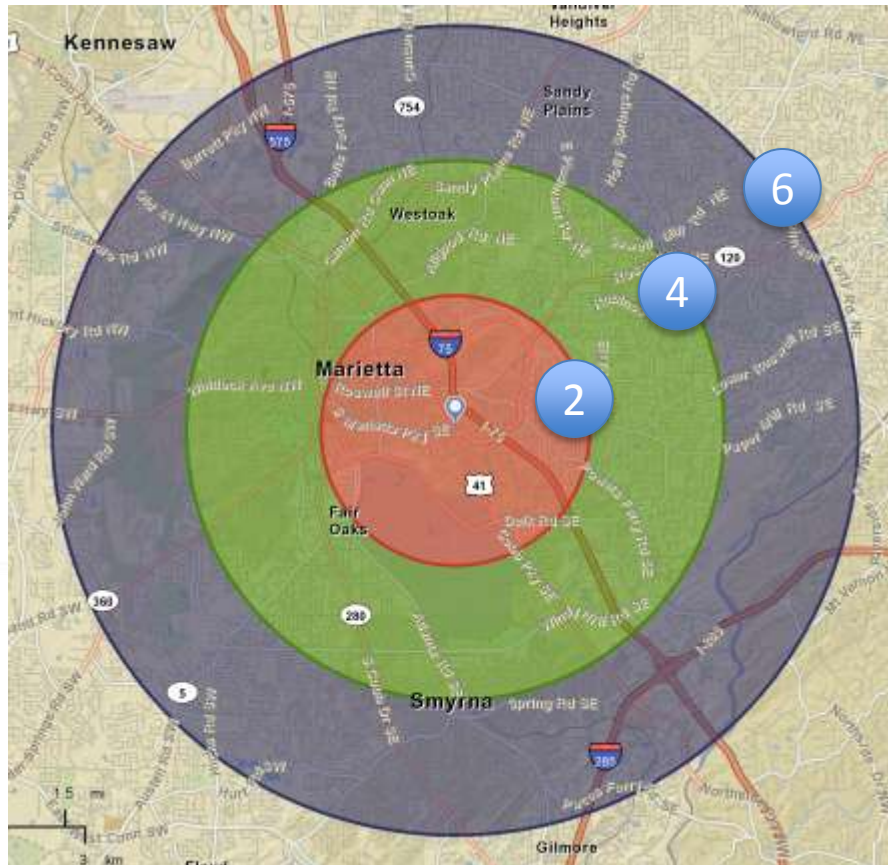
Study Area	4,185
Primary Market	<u>28,924</u>
	33,109

University Students 9,600

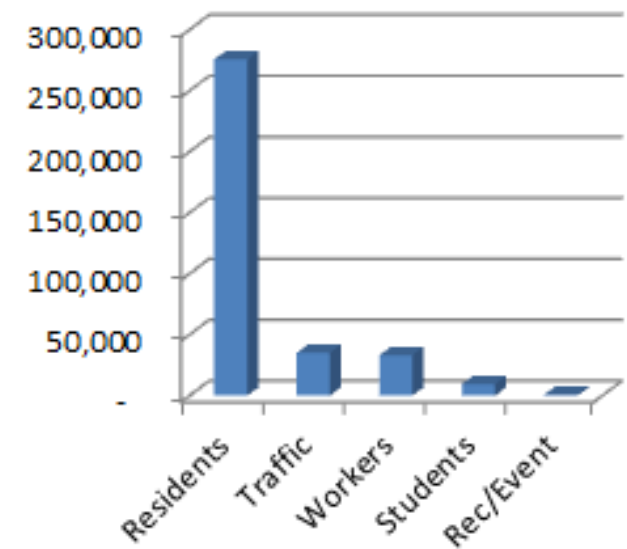
Pass-through Traffic 35,000 daily

Events, Recreation 1,000 daily

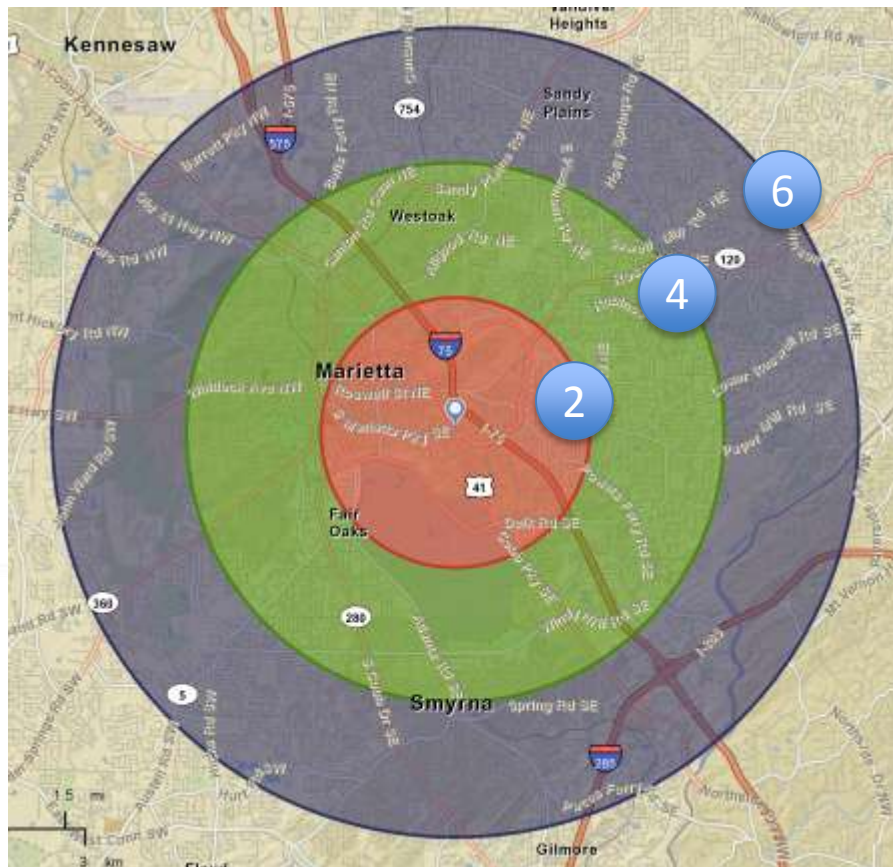
Potential Markets



Potential Daily Markets



Potential Markets - Characteristics



Local Residential Base

Avg Household Income

Study Area	\$ 43,434
Primary Market	\$ 50,165
Secondary Market	\$ 66,839
Tertiary Market	\$ 84,214

Avg Home Value (% owner-occupied)

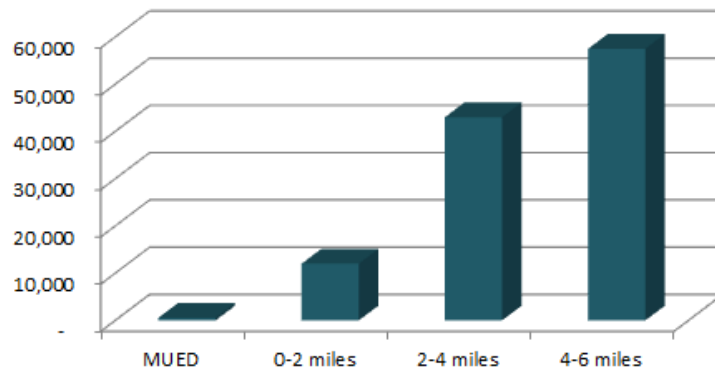
Study Area	\$ 104,084	(14%)
Primary Market	\$ 142,708	(30%)
Secondary Market	\$ 213,464	(47%)
Tertiary Market	\$ 256,959	(60%)

Retail Spending per Household

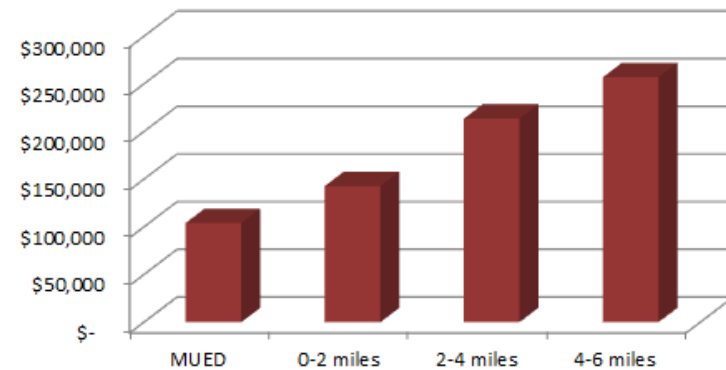
Study Area	\$ 17,187
Primary Market	\$ 23,001
Secondary Market	\$ 29,733
Tertiary Market	\$ 37,622

Potential Markets - Characteristics

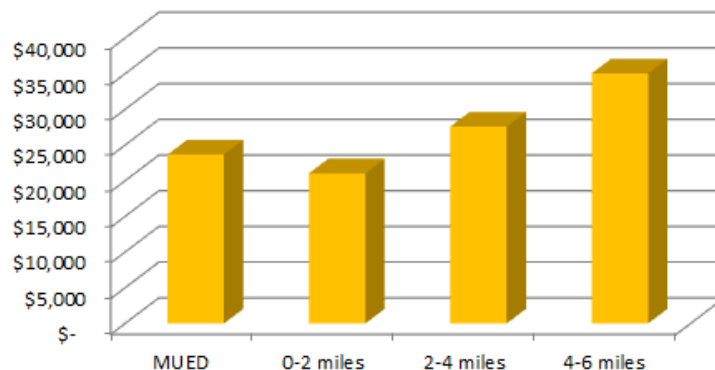
Households



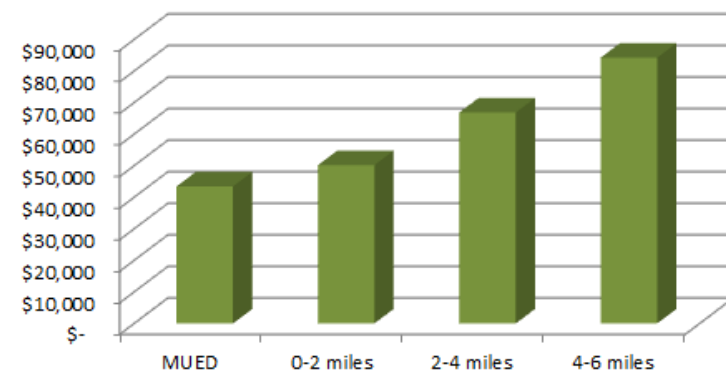
Avg Home Value



Per Capita Income



Avg Household Income



Market Area Demographics

	MUED	0-2 miles	2-4 miles	4-6 miles	Mkt Area	Marietta	Cobb
Pop	2,433	30,329	105,604	139,577	275,510	58,238	695,507
HHs	512	11,989	42,991	57,495	112,475	23,712	262,419
HH Size	2.82	2.44	2.43	2.38	2.41	2.37	2.62
Age	23.2	29.8	33.6	35.7	34.1	32.8	35.4
HH Inc	\$ 43,434	\$ 50,165	\$ 66,839	\$ 84,214	\$ 73,943	\$ 62,250	\$ 79,500
P/Cap Inc	\$ 23,654	\$ 21,026	\$ 27,577	\$ 35,033	\$ 30,633	\$ 26,259	\$ 30,432
Home Value	\$104,084	\$142,708	\$213,464	\$256,959	\$234,970	\$196,663	\$222,673
Owner	10.5 %	25.0 %	41.3 %	54.4 %	46.1 %	37.4 %	59.8 %
Renter	65.5 %	59.5 %	47.3 %	36.3 %	43.2 %	50.1 %	31.2 %
Vacant	23.9 %	15.5 %	11.4 %	9.2 %	10.8 %	12.5 %	8.9 %

Current Market Conditions & Trends

Development Type	Current Marietta Area	Trends in 2013*	Stabilized Year*
Retail	Only slightly overbuilt	Slight improvement	2013-14
Office	Recovering	Moderate improvement	2015
Apartments	Strong	Improvement may be off-set by new construction	2013
Single-family Detached, Townhome, Condominium	Recovering ↓ Healthy in Tertiary Market	Working through surplus inventory, difficult financing market	2014-15

*"Fiscal Cliff" adds 1-2 years
Hits Dobbins/Lockheed hard (?)

Potential Market Demand

Type of Development	2012-22 Demand	
Retail	568,200	SF
Services	42,300	SF
Office	2,961,500	SF
Industrial	849,900	SF
Residential: SFD	500	Units
Residential: Town/Condo	90	Units
Residential: Apartments	2,230	Units
Residential: Total	2,820	Units

Types of Potential Development

Retail	Office	Residential	Design/Layout
Hardware	Medical/Dental	Apartments	Free-standing
Deli/Sandwich	Financial	Townhomes	“Row” Strip
Coffee, Wine	Investments	SFD – room?	“Corner” Layout
Specialty Grocery	Legal	Condo –market?	Low-rise Office Park
Café, Bistro	Arch & Engin		MXD
Pizza, Ethnic	Real Estate		
Office, Electronics	Construction		
Sports Clothing	Government		



QUESTIONS? COMMENTS!



STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

Public Input Opportunities

- Design Workshop – January 15 (SPSU)
 - Survey – January 15 (Online)
 - Presentation of Draft Plan - March 21 (MCAA Gym)
 - Public Hearing – April 17 (City Hall)
 - WWW.MU2LCI.COM – Monitor study, post comments, contact us!
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- This is a community-based plan that should reflect your aspirations for the area's future.
 - **We will help make sure it is practical and implementable!**